



Building and sustaining a small business in a rapidly evolving marketplace is like building a robust wall - one stone leads to the next, and it's the next one you have to worry about. To thrive requires effective planning and strategic execution, and charting a course of action equipped with the tools to do so is the new necessity.

PERFORMANCE ADVISORY

Independent or integrated solutions to complex small business challenges.

WHO WE ARE



Fortis Business Advisors' strategists are business owners and start-up entrepreneurs engaging other business owners. Our experience and focus help accelerate out-of-the-box solutions to complex situations business owners face. We execute services and exhaust every opportunity from a hands-on and on-site "if we owned it, how we would improve it" approach.



We serve small businesses with revenues of \$500M to \$20MM directly or through their financial institutions and professional service advisors.

PARTNERSHIPS BUILT ON TRUST AND INNOVATIVE THINKING



CPG Manufacturer and Distributor: A turnaround and strategic plan fulfills lender requirements and leads to debt restructuring and a new lender.



Construction / Mitigation Business: An "evergreen" line-of-credit terms out in an SBA loan to restructure debt into a robust capital structure.



Small Fleet Trucking Company: 13-week Initiatives set a course towards a turnaround and valuation modeling for acquisition.



Restaurant & Catering Facility: From a comprehensive analysis, a pre-transaction acquisition plan assists both buyer and seller.



Metal Framing Manufacturer: Cash Flow management tools help management and their financial institution gain insight into the operation.

HOW WE HELP



BUSINESS & VIABILITY ANALYTICS
13-WEEK INITIATIVES



RESTRUCTURING
TURNAROUND MANAGEMENT



PERFORMANCE & HEALTH IMPROVEMENT



BUSINESS PLANNING & MODELING



PERFORMANCE MARKETING & ADVERTISING



M&A SUPPORT & TRANSACTION ADVISORY

"We turned to Fortis and found expertise matched with excellence, all with a heart for small businesses like ours."

WHAT THEY SAY



"Having performed their analysis, it was evident that we had deeper issues. Fortis developed a go-forward plan to point us in the right direction."



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